Mass Media and Society Jour 10 / Soc 10 Media Analysis Project Fall 2025 Assignment & Milestones

Instructor: Jan Janes jjanes@gavilan.edu **Zoom Open Office Hours** Fridays 9:00 AM – noon and by appointment

## The Assignment:

Locate sources and analyze how the **U.S. media** inform the American public in the United States about immigration issues in the United States.

SUPPORT: This project is supported on the college library site to help you locate sources. Tutors in the Writing Center can help with research and citations. This class has an embedded librarian who can offer support. Your instructor is always available to discuss any aspect of the project at any time.

This is **NOT** a research project about the topic. It is a media analysis that uses the topic as a framing subject to locate media sources. You will locate sources from the media types listed below. After you have gathered all the sources, you read, listen, and view them all. Then will you move to next step, and analyze sources. See the Research Analysis Project Module for instruction, tools, style guides, sample layouts and rubrics.

- 1) Locate source content published between January 21 through October 30, 2025. You are NOT required to locate credible, reliable, accurate, unbiased sources. Just locate and share full links to two stories about the topic from U.S. news publishers in each of six different, required media (see required media below, locate 12 stories total):
- 2) List full links of 2 mainstream daily newspapers and 2 weekly news magazine sources, DUE Oct 23
- 3) List full links of 2 radio/podcast sources and 2 television/cable sources, DUE Oct 27
- 4) List full links of 2 social media sources and 2 Internet sources, DUE Oct 30
- 5) Review (read, listen, view) all 12 media sources, 2 each from six media. Choose one source to analyze from each of the six media categories. In three separate assignments you will analyze the selected sources for accuracy, completeness and bias (DUE between Nov 4 and Nov 14).

**Analyze** each source by following these steps:

- 1. **CITE** the source following **APA citation guidelines** (not links, **APA citations**).
- 2. **BRIEFLY** (1-2 sentences) identify what the story is about, and name the author/s **and** publisher. Then Analyze and ANSWER:
- 3. Does the source present accurate or inaccurate coverage? (cite at least 2 examples from source)
- 4. Does the source present complete or incomplete coverage? (cite at least 2 examples from source)
- 5. Does the source present unbiased or biased coverage? (cite at least 2 examples from source) Examples of bias: insinuation, persuasion, propaganda, stereotyping, spin-doctoring (see full Vocabulary, Critical Analysis list, below)

**or** does the source reveal any other issue or information that supports/detracts from its reliability?

**Review -** APA Citation Style Guides, to format each source correctly

Review - Real News vs Fake News (Video/slide deck) 15-point checklist, and use it for each source analysis:

- Points 1-7 deal with assessing accuracy
- Points 8-12b deal with assessing completeness
- Points 13-15 deal with assessing bias

**Review -** Vocabulary, Critical Analysis

• This document lists and defines many terms describing bias (located in Media Analysis Module)